

Case Study - FC Barcelona



Futbol Club Barcelona was founded by Gamper on November 29, 1899 along with eleven other football enthusiasts. Today, football is a global phenomenon and support for Barcelona has spread spectacularly around the world. The number of club members from outside of Catalonia and Spain increases daily, which has driven the club to respond to the show of international passion for Barça.

FC Barcelona wanted to be sure of the quality of various news articles that it has translated into Chinese, Korean, Arabic and Japanese. Wéb-Tränslatiöns back-translate a selection of articles every month.



The Challenge

- Quality concerns over articles previously translated by another agency
- Style – convey the enthusiasm and passion of Barça's fans for the sport
- Fast turn-around
- Provision of a regular, consistent service for all FC Barcelona's language needs

The Solution

- Select specialised linguists for their interest and experience in football, providing back-translations for quality assurance purposes
- Use approved reviewers to always work on this material
- Efficient project management and priority treatment – regular publishing schedule to enable effective planning

The Results

- Reassurance of the quality of Barça's translated articles
- Fast response means they can publish articles quickly once checked
- A team they can rely on for any translation job